



# GSB NEWS 01/20

March 2020

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## 1 GSB home

### Podium ranking for GSB in the BESSER LACKIEREN trend barometer

In preparation for the latest edition of BESSER LACKIEREN magazine, the editors asked decision makers from the industrial coating technology sector to name the most important regulations and certifications in the industry. GSB International took third place overall, coming in just behind DIN EN ISO 9001 (Quality management systems) and DIN EN ISO 14001 (Environmental management systems) in first and second place respectively. The result makes GSB the highest ranked quality association, ahead of QIB and Qualicoat in fifth and sixth place.



*"Membership of or certification by a quality association can help coating companies in the industry to better navigate the complex world of standards, improve internal process, define the level of quality they can achieve and increase customer satisfaction."*

– BESSER LACKIEREN

## A look at the future: how does the market look for GSB in 2020?

What will the future look like? There's no simple way to answer that question, but in short...

### ***Big changes are coming... – Willem Beljaars, Chairman of the Board***

Making a prediction at this time is an enormous challenge. The relationships are complex, and even now decisions are being made which greatly affect the markets of our members. In 2007, Apple launched the iPhone. Who back then would have thought that this new breed of mobile phone would have a critical effect on sales of chewing gum at the supermarket checkout? But people waiting simply swipe their smartphones and ignore the "impulse-buy" items.

Climate change and scarce resources are a source of daily concern for us. The conversion to e-mobility systems has been key to our industrial success over recent decades.

Will that affect the market for coating aluminium windows and facades, the key market of our members? It is difficult to predict how these discussions and developments will affect investment in buildings and production halls.

Climate protection has now been cemented as an issue of concern among end consumers too, whether that is through tighter regulations or public pressure. It is impossible to say with certainty what effect reduced carbon footprints will have on all the companies involved, directly or indirectly, in the value chain. However, even today the consequences cannot be ignored.

Euroconstruct, a European group of national institutes, predicts that the market for high-rise construction in Europe will cool down. After growth of 1.5 % in 2019, forecasts predict a reduction to 0.7 % in 2020 and 0.5 % in 2021.

In Germany, growth in the high-rise construction market in 2019 was already markedly slower at 0.8 %. The market will even shrink by 0.4 % in 2020 and yet more drastically in 2021, by 0.8 %.

Then there is still the trend of digitalisation, which is increasingly transforming the supply chain. The aluminium coating industry is seeing increased investment in new facilities. Companies are bringing the process in-house in order to integrate it into their own communications and process chains, thereby serving the customer faster. New members of GSB are overwhelmingly in-house coaters. Whether that will mean fewer orders for traditional contract coaters won't become clear until later.

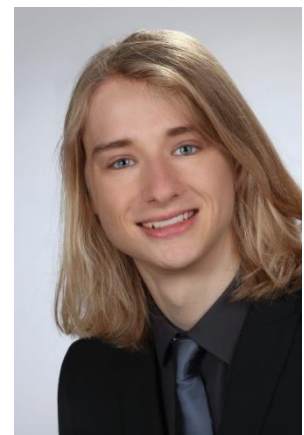
GSB is a reliable partner for its members and their customers. We see ourselves as part of this change, which is why we actively accompany and support our members. Sustainability, generational change and digitalisation are the central issues for us in the coming years.



## Strengthening the team

Philipp Mader has been supporting GSB since February 2020. He previously completed a master's degree in Economics, during which he carried out market analysis for GSB. He will now be supporting GSB in our "Marketing" project. The aim of this project is to strengthen GSB's marketing and equip it for future challenges. It was therefore an obvious choice to bring Philipp Mader on board.

*For an economist, working in an industry association has a unique allure. You have the good fortune of being able to work with a huge number of different companies, while simultaneously taking on an extremely varied set of challenges. I find that incredibly exciting and am looking forward to working together with GSB.*  
– Philipp Mader



## 2 GSB member

### Information for GSB members

Several questions from coating companies at this year's Inspector and Institute conference have been passed on to GSB. Thanks to attentive and helpful inspectors, we are able to make these questions, as well as answers and opinions, available to you.

- **Process instructions for pre-treatment**

Process instructions for pre-treatment are of equal concern for coating companies, material manufacturers and inspectors. In order to help in this regard, we would like to remind you that product data sheets are not process instructions. The pre-treatment chemical manufacturer is responsible for creating process instructions. When requesting process instructions, it can help to use the following wording: "Process instructions must describe the sequence of baths. This must include essential process parameters such as the concentrations, temperatures, and the conductivities." The exact process instructions must be drawn up specific to the individual installation.

- **Pre-anodisation**

GSB provides recommendations for process parameters to be used in pre-anodisation. Please note that these are suggestions and not compulsory parameters. You may also carry out pre-anodisation with other parameters as long as the requirements of the subsequent corrosion tests are met. Companies that are holders of the Qualanod quality mark do not have to pass separate tests for pre-anodization.

- **Recycled content in metallic powder coatings**

The possibility of recycling metallic powders is frequently discussed during testing. As the recycling can change the mixture of the powder, this could result in undesirable changes to the colour effect. Consistency between batches is therefore no longer guaranteed. For these reasons, the introduction of such content is not possible.

- **Storage conditions of coating material**

The specifications of the manufacturer must be complied with, and are therefore part of the contract between the material manufacturer and coating company.

- **Grace periods for coating materials**

After the material licence has been withdrawn, the material manufacturer can use up/sell existing stocks of the coating material affected by the withdrawal of the licence within a grace period of 6 months.

The material manufacturer must inform the affected GSB coater of this.

The coater may continue to use the product for up to 3 months after the end of the grace period for using the existing stock.

Compliance with grace periods is evidenced by the invoice.

However, the coating material to be used up must – apart from the material licence – meet all the requirements of the quality guidelines relating to this material; it is the responsibility of the material manufacturer to check this for each individual batch of the coating material to be used up before they bring coating material from this batch onto the market. The manufacturer must document these checks and present them to their customer and/or GSB upon request. In case of doubt, contact the respective material manufacturer and ask for a release for the usability of the respective batch.

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**You could see your news here too. Show the GSB members what you can do.**

- Is your company faster and more modern than the rest, or are you the unsung hero in your area? Tell us about it here.
- Do you want to present your company or advertise a role?  
You can do that here too.
- Do you have the best team or an unusual company strategy?  
Then show it to your network.

If you would like your content to appear in one of our future issues, contact Katrin Neureiter ([katrin.neureiter@gsb-international.de](mailto:katrin.neureiter@gsb-international.de)). The closing date for submissions for the next issue is 15 March 2020.



### 3 GSB on tour

#### UBF – Independent Consultants for Facade Technology meets GSB

Coatings and facades – they simply belong together, which is why UBF and GSB met at GSB premium coater Eko Dekor. The day kicked off with a visit to Meyer Werft in Papenburg, which the participants used to get inspired. Afterwards, everyone listened with great interest to a presentation from Willem Beljaars and Werner Mader on coating in the facade industry. In addition to this, Werner Mader gave instructions on the project seal generator of the GSB. This generator makes it possible to generate and to use project seals for tenders. Those present were able to experience first-hand the benefits of GSB certification for the entire process chain from pre-treatment chemicals to the coating materials and coating process, which wowed the visitors during a tour by Managing Director Bernd Eckholt through the halls of Eko Dekor.



## 4 GSB tech talk

This section features technology to set your pulse racing! We discuss the things that interest you.

- Do you have a technology issue on which you would like more input?
- Do you want to look at a topic from a different perspective?

Send us your suggestions or start a discussion directly by sending us your article. If you would like your content to appear in one of our future issues, contact Katrin Neureiter ([katrin.neureiter@gsb-international.de](mailto:katrin.neureiter@gsb-international.de)). The closing date for submissions for the next issue is 15 March 2020.

## 5 GSB events

- **GSB training course**

Date: 13 - 14 May 2020  
Location: FEM, Schwäbisch Gmünd, Germany

- **PaintExpo 2020**

Date: 21 - 24 April 2020  
Location: Karlsruhe, Germany



### Gutschein für ein E-Ticket Voucher for an E-Ticket

Sie sind eingeladen von: / You have been invited by:

**GSB International**  
**Fritz-Vomfelde-Straße 30**  
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Nur Online einlösbar unter: / Redeemable online only at:

Code: 8qjk-yapr-pm4h-9k25

[www.paintexpo.de](http://www.paintexpo.de)

- **ALUMINIUM 2020**

Date: 6 - 8 October 2020  
Location: Düsseldorf, Germany